DOCUMENT RESUME

ED 167 762 CE 020 016

TITLE	Small Business Management Education. Entrepreneurship Education for Adults-Program Development and Implementation. Final Report.
INSTITUTION	Minnesota Research Coordinating Unit for Vocational Education, Minneapolis.; Minnesota Univ., St. Paul. Dept. of Agricultural Education.
SPONS AGENCY	Bureau of Occupational and Adult Education (DHEW/OE), Washington, D.C.
BUREAU NO	498AH60199
PUB DATE	Jan 79
GRANT	G007605299
NOTE	17p.; For related documents see CE 020 015-020
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Adult Vocational Education; *Business Education; Computer Assisted Instruction; *Curriculum Development; Demonstration Projects; Educational Legislation; *Information Dissemination; Inservice Teacher Education; Instructional Aids; Learning Modules; *Management Education; *Needs Assessment; Postsecondary Education; Preservice Education; *Program Development; Staff Improvement; Statewide Planning; Teaching Guides
IDENTIFIERS	Entrepreneurship; *Small Business Management

ABSTRACT

A project was organized around a series of activities to prepare materials or disseminations for small business management education programs. Activities were as follow: (1) prepare needs assessment procedures for determining the number and types of businesses to be served by a small business management education program; prepare model legislation; (2) develop course curriculum for postsecondary or adult students planning to go into business; (3) update and expand curriculum materials developed under a previous grant: an addendum to Volume III, Small Business Management; (4) prepare an instructor's manual for interpreting small business analysis; (5) conduct conferences for state vocational education personnel to familiarize them with adult programs in small business management; (6) conduct a workshop for local school agency personnel who will be responsible for program organization and operation; and (7) participate in group meetings associated with entrepreneurship. As a result of the project, various products were developed: a needs assessment package, model legislation, state plan materials, a conference program, a course of study for training small business teachers, fifteen "going into business" modules, curriculum addendum to Volume III, Volume II (Business Analysis), and an instructor's manual for interpreting the small business analysis. (CSS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED167762

Small Business Management Education

Entrepreneurship Education for Adults-
Program Development and Implementation

FINAL REPORT

Project Directors:
Edgar Persons, PHD
Gordon Swanson, PHD

Division of Agricultural Education
Department of Vocational Education
University of Minnesota
St. Paul, MN 55108

Funded by the U.S. Office of Education under
Part C - Vocational Education Act of 1963 P.L. 88-210 as Amended
1977

January, 1979

The project presented or reported herein was performed pursuant to a Grant from the U.S Office of Education, Department of Health, Education and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.

CE 020 016

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

TABLE OF CONTENTS

Introduction. 1

Organization of the Fiscal Report 1

Activities. 2

Needs Assessment, Model Legislation, State Vocational Plan Language and Institutional support materials 3

Going into Business Curriculum. 4

Curriculum Addendum - Volume III Curriculum, Small Business Management 5

Instructors Manual for Interpreting the Small Business Management Analysis. 6

Fly-in Conferences in Small Business Management 6

Participate in meetings of the SBA, OMBE and other groups associated with Small Business 7

Other Project Activities. 8

Products. 9

Dissemination Efforts 10

Prologue. 11

FINAL REPORT

Introduction:

Because of the nature of this project, the primary report of activities is included in the products that were delivered to USOE at the close of the project. This report contains information on the process used and the results obtained through the dissemination process and updates the total adoption and dissemination process resulting from the project effort.

The extensive quarterly progress report for this project details such things as staff utilization and fiscal management. Therefore, they are not reported in the summary fiscal report.

Organization of the Fiscal Report

The project was organized around a series of tasks or activities designed to prepare materials or disseminate information. Those activities were as follows and form the organizing principles for this document. It is important to point out that the official closing date of the project did not signal the end of the dissemination effort. The project personnel respond almost weekly to requests for information about the program and assistance in getting programs established.

Activities

1. Prepare a needs assessment procedure for quickly and economically determining the number and types of businesses to be served by Small Business Management Education programs; model legislation for receiving state support and accompanying state vocational plan language and institutional support materials for establishing programs.
2. Develop a transportable curriculum for a course designed for post-secondary or adult students who are planning to go into business.
3. Update and expand the curriculum materials developed under a previous USOE grant-Volume III Small Business Management.
4. Prepare an instructors manual for interpreting the Small Business Analysis.
5. Conduct two fly-in conference for State Vocational Education personnel to familiarize them with the adult program in Small Business Management.
6. Conduct a two-week workshop for local school agency personnel who will be responsible for program organization and operation.
7. Participate in meetings of SBA, OMBE and other groups associated with entrepreneurship.

Activity 1 - Needs assessment, Model Legislation, State Vocational Plan Language and Institutional support materials.

The purpose of this package was to provide state and local agencies the background material required to establish small business management programs. There were a number of problems these activities were expected to alleviate.

Since state agencies had for the most part, ignored the needs of small business, the needs assessment package provided a simple, inexpensive method of determining the types and numbers of businesses that could potentially be served by a Small Business Management program. The procedure developed required about 4 - 5 hours of a persons time and cost less than $10 to draw a fairly accurate profile of the kinds and number of businesses to be served. The procedure utilized County Business Patterns as a source document and provided a simplified set of recording forms that could be used on a statewide, county or standard metropolitan district basis. The instructions included facsimilies from county business patterns, and samples of needs assessments taken from the data.

Recognizing that funds for Small Business Management were non-existant in some states, through the use of a legislative consultant and lobbyist, a brief, concise draft of model state legislation for funding Small Business Management programs was prepared. While it is not known if legislation was introduced into any state legislative bodies, the project staff was aware of a number of states where participants in workshops had given the draft bill to their legislative acquaintances and had raised the level of awareness of the need for state support of the program.

A companion piece was the preparation of the job descriptions and qualifications of SBM instructors and coordinators for inclusion in state plans for vocational education.

A major addendum to the needs assessment, legislative package and state plan request was a series of materials designed to prepare local program teachers and coordinators for their roles in local education agencies. This addendum consisted of two major parts. 1) A conference program for eliciting support of college and university personnel who would share the responsibilities for program maintenance and organization and 2) A complete course of study for completing a 30 hour workshop for new teachers in Small Business Management.

The project staff could not attempt to provide the inservice training for all of the states who might implement a program. The purpose of this package of instructional aids was to permit states who had personnel interested in Small Business Management and skilled in some aspects of management to organize their own efforts to train teachers.

The material referenced above were used in training sessions conducted in Minnesota, Ohio, Hawaii and Washington and which approximately 50 potential SBM intructors were enrolled.

Activity 2 - Going into Business Curriculum

The guiding principle for the development of the "Going Into Business" modules was that they must be equally useful in post-secondary and adult programs. The staff referred to them as "drop-in" modules since the interest was to produce a series of modules from which a post-secondary instructor could coose any or all to incorporate in a technical preparation curriculum in which some students may engage

in self employment. At the same time, the whole series of modules could be used for a course for post-secondary or adults who were interested in developing their own business.

To determine the appropriate content, a "laundry list" of 25 possible content topics was distributed to a small sample of 25 post-secondary instructors from area vocational technical institutes. Using a Q-sort technique, 15 content areas were given top priority. These content areas were included in the modules. As the modules were developed, the 25 instructors were asked if they would teach and evaluate the modules. Although the project promised evaluation in only 3 sites, six post-secondary instructors taught all of the modules, evaluated them and provided feedback for revision. Based upon the trial and feedback the modules were revised prior to publication in the final product.

Copies of the Going into Business modules have been requested by and distributed to 78 schools. In addition, the modules were released to the Minnesota Institutional Materials Center for duplication. No record is available of the distribution through this center.

The project staff also created a computer assisted instruction version of the modules available through Control Data Corporation. The same module themes and objectives were used to create a 30 hour course using the CAI mode under the title "Starting Your Own Business".

Activity 3 - Curriculum Addendum - Volume III - Curriculum Small Business Management.

To add to the usefullness of the curriculum for Small Business Management, a series of instructional materials used is on-going small business programs was collected, edited and keyed to the various units of instruction. This addendum, published as a separate document was

later incorporated as an appendix in the reprinting of the Small Business Management curriculum Volume III. Suggestions for materials were sought from all of the programs that were operating throughout the United States at the time the project began. While this portion of the products is not lengthly, it is an important addition to the curriculum work.

As added support for the curriculum volume, the second volume of the set titled Small Business Management, Volume II, Business Analysis was completely revised including a sample business problem, the facsimile of an account book to serve as a key to the problem, the documentation for the business analysis, and the input forms necessary to obtain a comprehensive business analysis. Attendant to this change was a modification of the computer program and to prepare the business analysis.

Activity 4 - Instructors Manual for Interpreting the Small Business Management Analysis

Some instructors in the adult Small Business Management program have had little experience in interpreting an analysis of a small business. To aid in that task an interpretation manual was developed. Using project staff and instructors in the field, each of the tables and significant figures in the analysis were explained in detail to provide instructors with suggestions for how the item could be used to improve the management of a small business firm.

Activity 5 - Fly-in Conferences in Small Business Management

Two fly-in conferences were organized early in the project to assist in disseminating information about small business management programs. Each of the 40 state directors of vocational education was invited to attend the first conference starting at noon one day and concluding at

noon on the second day. Twenty-seven state staff personnel, representing 24 different states attended. The content of the conference is described in the products delivered under activity 2.

The second conference for university and community college personnel attracted 38 individuals from 27 states. In addition to the participants and project staff, the project leaders from four of the other USOE entrepreneurship projects attended to provide the opportunity to show the results of their efforts with the group. Projects in Ohio, Oklahoma, Nebraska and California were represented.

As a result of both of those conferences, many letters of inquiry concerning implementation of the programs were generated and plans made for the special teachers workshop to be held later in the summer.

Activity 6 - Workshop for potential teachers of Small Business Management

In August, 1977, a two week workshop for training prospective teachers for Small Business Management programs was conducted using the workshop outline described in Activity 2. Twenty-two prospective teachers from 9 states attended the workshop. All completed the activity satisfactorily Sixteen participants returned to their home states to implement programs. All of the programs implemented are still in operation and some have been expanded to include additional teaching personnel.

The workshop was made a part of the regular curriculum at the University of Minnesota and was offered again in 1978 (without project funds) and will be offered in 1979.

Activity 7 - Participate in meetings of the SBA, OMBO and other groups associated with Small Business.

The project staff participated in several activities for the purpose of disseminating information about entrepreneurship programs. Some of those activities attended were:

1. Governor's Task Force on Small Business (Minnesota)
2. International Symposium on Small Business (Washington D.C.)
3. Center for Vocational Education Research (Ohio)
4. Central States Seminar in Agricultural Education (Illinois)
5. Washington State Community College Administrators (Washington)
6. Extention and Continuing Education Center (Alaska)
7. Technical Institutes (Wisconsin)
8. Vermillion Community College (Minnesota)
9. Department of Commerce - OMBE (Washington D.C.)

Other Project Activities

In addition to the activities previously described, the project staff participated in, conducted or initiated the following activities.

1. Assisted with the preparation of a T.V. commercial for vocational education illustrating the Small Business Management program. Shows on 55 stations.
2. Engaged in radio interviews distributed to all independent broadcasters in the state.
3. Wrote and distributed a newsletter to all SBM program instructors and administrators.
4. Conducted a one week teacher training session in Hawaii.
5. Conducted a one week teacher training session in Washington.
6. Conducted a one week teacher training session in Ohio.
7. Conducted a one day seminar in New Mexico.
8. Instituted the first national invitational conference in Small Business Management education.
9. Met with representatives of Cornell University, (New York) Eau Claire Vocational District, Wisconsin, Distributive Education Staff, Ohio, Vermillion Community College, Minnesota, Devils Lake Community College, North Dakota.

10. Conferred with AVA staff in Establishing national committee on Vocational Education and the American Economic system.
11. Conferred with member of National Federation of Independent Businessmen.

Products:

As a result of the project the following products were delivered to USOE on the contract date specified (June 29, 1978)

1. Needs Assessment Package
2. Model Legislation
3. State Plan Materials

   Job description & Qualifications: S.B.M. Instructor

   Job description & Qualifications: S.B.M. Coordinator
4. Conference Program: Dissemination Information Conference. Complete with background data.
5. Course of study for training S.B.M. Teachers - 30 hours of instruction.
6. Going into Business modules.

   15 modules - (30 House of instruction)
7. Curriculum addendum: Addendum to Volume 3 - Curriculum: Small Business Management, an Adult Education Program.
8. Volume II. Business Analysis; Small Business Management: An Adult Education Program.
9. Instructors Manual for interpreting the Small Business Analysis.

Dissemination Efforts

Where the project began, there were thirteen Small Business Management programs and instructors in the United States following the Minnesota model for Small Business Management adult education. At the present time there are 47 programs functioning in nine different states. (The list is included in appendix A) In addition to the programs that are functioning in which the project staff had input, there are many others who requested information and materials. A sample of the institutions or agencies are as follows:

Northwest Technical College	Norfolk, Nebraska
Department of Public Instruction	North Carolina
Great Oakes Joint Vocational School District	Ohio
University of Illinois - Urbana - Champaign	Illinois
Briar Cliff College	Iowa
Department of Education	Alaska
Southwest Multi District Vocational Center	North Dakota
Governors Office	Georgia
University of Nebraska - Omaha	Nebraska
Department of Education	Kentucky
Fashion Institute of Technology	New York
Department of Higher Education	New Jersey
Iowa State University	Iowa
Nebraska Western Community College	Nebraska
Kentucky Highlands Development Corp.	Kentucky
Springfield Local School	Ohio
Carnigie Mellon Institute	Pennsylvania
Foothill Community College	California
Utah Technical College	Utah

Mississippi Research & Development Center	Mississippi
Florida Atlantic University	Florida
Florida State University	Florida
Minneapolis Vocational Schools	Minnesota
Department of Education	Massachusetts
Department of Education	New Mexico
Southwestern Oregon Community College	Oregon
Central Connecticut State College	Connecticut
White Earth Indian Reservation	Minnesota
CEDA	Maryland
M.A.I.	California

Prologue

Unlike some research and development projects, this project has no end. The letters of inquiry about the project and materials continue to flow into the office of the project director. As more programs in Small Business Management become established and interest in the programs rise, others who have heard about the project continue to examine the feasability of adding Small Business Management program to their curriculum. It is the beginning of a new thrust in vocation education aimed not at the seekers of jobs but at those who create them.

Appendix A: Operating Small Business Management Programs for Adults

Minnesota - SBM Instructors

Don Jonson
SBM Instructor
Thief River Falls AVTI
Highway One - East
Thief River Falls, MN 56701

George Berg
SBM Instructor
Faribault AVTI
1225 S.W. 3rd St.
Faribault, MN 55021

Cliff Olson
SBM Instructor
Anoka AVTI - Box 191
Anoka, MN 55303

James Maino
SBM Instructor
Brainerd AVTI
Brainerd, MN 56401

John Sparling
SBM Instructor
Pine City AVTI
Pine City, MN 55063

Bill Helgen
SBM Instructor
Bemidji AVTI
Bemidji, MN 56601

Marv Bollum
SBM Instructor
Hibbing AVTI
Hibbing, MN 55746

Gary Schmidt
SBM Instructor
Box 2054
Mankato, AVTI
Mankato, MN 56061

Washington - SBM Instructors

Gordon Broderson
SBM Instructor
Centralia College
Box 639
Centralia, WA 98531

Irving Freed
SBM Instructor
Spokane Community College
N. 2000 Greene Street
Spokane, WA 99207

Allen Powers
Edmonds Community College
20000 - 68th Ave. W.
Lynwood, WA 98036

Bruce Browning
SBM Instructor
Whatcom Community College
5217 Northwest Rd.
Bellingham, WA 98225

Don DuPertuis
SBM Instructor
Centralia College
Box 639
Centralia, WA 98531

Norman "Skip" Marshal
SBM Instructor
Tacoma Community College
5900 S. 12th Street
Tacoma, WA 98407

William G. Fulton
Skagit Valley College
2405 College Way
Mt. Vernon, WA 98273

T. Ed. Stephens
2415 E. Newton
Seattle, WA 98112

Carol L. Hande
Spokane Falls Community College
W. 3410 Ft. George Wright Drive
Spokane, WA 99204

Sherman M. Coppage
SBM Instructor
Walla Walla Community College
500 Tansick Way
Walla Walla, WA 99362

Richard Gradwohl
SBM Instructor/Director
Highline Community College
240 and Pacific Hwy. S.
Midway, WA 98031

Floyd Ashcraft
P.O. Box 131 778-9874
Edmonds, WA 98020
Shoreline C.C.
16101 Greenwood Ave. No.
Seattle, WA 98133
546-4534

Texas - SBM Instructors

Manuel Torres
SBM Instructor
ACE Center
1625 Price Rd.
Brownsville, TX 78521

Juan Olivares
SBM Instructor
ACE Center
1625 Price Rd.
Brownsville, TX 78521

Alaska - SBM Instructor

Earl Bracewell
Extension Agent
Coop Ext. Serv., Box 736
University of Alaska
Palmer, AK 99645

Oklahoma - SBM Instructors

Marvin Stockwell
SBM Instructor
Vo Tech School
Tulsa, OK 74105

Gordon Gilley
SBM Instructor
Vo Tech School
Edmond, OK 73034

Kansas - SBM Instructor

Lyle Stevens
SBM Instructor
Barton County Community College
Great Bend, KS 67530

Oregon - SMB Instructors

Bill Tweedie
Coord. & SBM Instructor
Lane Community College
4000 E. 30th Avenue
Eugene, OR 97405

Jim Hellerman
Chemeketa Community College
Box 1007
Salem, OR 97308

Forrest Greenfield
SBM Instructor
Roseburg Community College
Roseburg, OR 97470

Harry Hoch
Treasure Valley Community College
650 College Blvd.
Ontario, OR 97914

Bill Dotson
SBM Instructor
Lane Community College
400 E. 30th Avenue
Eugene, OR 97405

Harvey Frye
SBM Instructor
Treasure Valley Community College
650 College Ave.
Ontario, OR 97914

Wisconsin - SBM Instructor

Fred Rice
Indianhead District
Voc., Tech. & Adult Ed.
1019 E. Knowles Ave.
New Richmond, WI 54017

Ohio - SBM Instructors

Mr. William W. Lively
Hughes High School
2515 Clifton Avenue
Cincinnati, OH 45219
(513) 281-6150

Mr. Robert E. Fleming
Buckeye J.V.S.
545 University Drive
New Philadelphia, OH 44603
(216) 339-2288

Mr. Art Davis
Springfield - Clark J.V.S.
1901 Selma Road
Springfield, OH 45505
(513) 325-5461

Mr. Tom Fisher
Ohio Hi Point J.V.S.
R.F.D. #2
Bellefontaine, OH 43311
(513) 599-3010

Mr. Phil Stephenson
Tri-County J.V.S.
Route #691, Kimberly Road
Nelsonville, OH 45764
(614) 753-3511

Mr. Richard F. Heath
Ashtabula County J.V.S.
Route #167 and Beatty Road
Jefferson, OH 44047
(216) 576-6015

Mr. Irvin L. Davis
Garfield Skill Center
2013 W. Third Street
Dayton, OH 45417
(513) 268-6702

Mr. Walter J. Freeman
Garfield Skill Center
2013 W. Third Street
Dayton, OH 45417
(513) 268-6702

Mr. Jerome J. Muck
Columbiana County J.V.S.
9364 S.R. 45, P.O. Box 222
Lisbon, OH 44432
(216) 424-9561

Mr. Ralph Wyville
Lorain County J.V.S.
S.R. #20 and 58
Oberlin, OH 44074
(216) 774-1051

Mr. Ralph Prall
Wayne County J.V.S.
Box 378
Smithville, OH 44677
(216) 669-2134

North Dakota - SBM Instructors

Larry Mandigo
Coordinator
Hotel/Rest. Pro.
Bismarck Junior College
Bismarck, ND 58501

Ken Elurum
SBM Instructor
Lake Region Junior College
Devils Lake, ND 58301

Julian Mrozla
SBM Instructor
Sheyenne Valley Vo Tech
Cooperstown, ND 58425